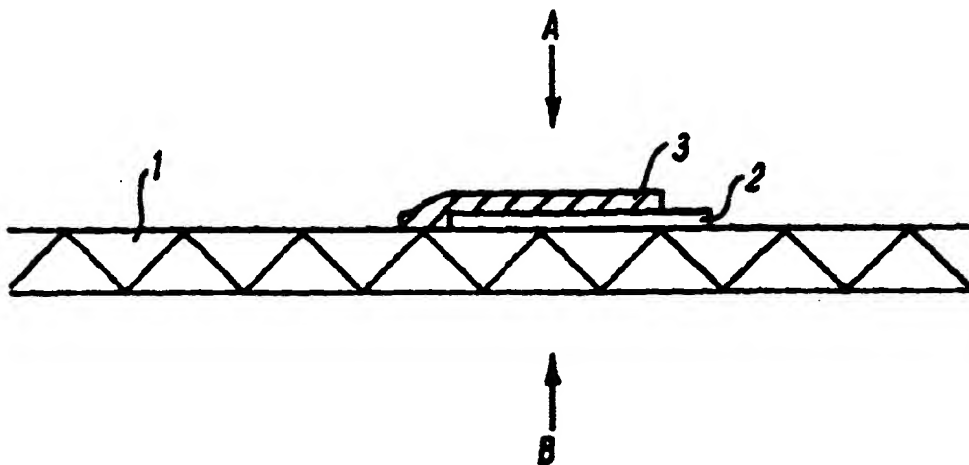




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(54) Title: METHOD FOR FORMING DURABLE IMAGES ON SUBSTRATES



## (57) Abstract

A method of imaging a substrate is disclosed, the method consisting of applying a first layer to the substrate to form a "print pattern" and a second step of presenting an "addressed design" to the substrate both within and outside the area of the print pattern. In the method of the invention, within the print pattern the addressed design is formed into a "durable image material" forming at least a part of the design layer and outside the print pattern, the addressed design does not form a durable image material.

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## METHOD FOR FORMING DURABLE IMAGES ON SUBSTRATES

This invention relates to the partial printing of a substrate with a plurality of layers with substantially exact registration using an imaging technique for at least one layer which forms a durable image material over a suitably receptive area but which does not form a durable image material over a non-receptive area.

There are a number of visual and other functional benefits in printing only part of the surface area of a substrate. For example, it is common to partially print a substrate with one or more colours to allow the revealed substrate which is left exposed to form part of the required design.

White is the most common colour of substrate to be printed over part of its area and revealed in other parts, firstly because it is easiest to achieve the desired perceived colour of other colours if they are printed on white, especially if such colours are formed by transparent or translucent inks. Secondly, white forms a good contrast to many other colours and so renders graphic designs easily visible. Thirdly, white commonly forms a significantly high percentage of many designs. Fourthly, the mass processing of white substrates provides economy and efficiency in